

Message Text

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PAGE 01 OSLO 05662 191426Z

42

ACTION EUR-12

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AMEMBASSY COPENHAGEN

UNCLAS OSLO 5662

E.O. 11652: N/A
TAGS: BEXP, NO
SUBJ: FOREIGN BUYER GROUP TO DALLAS MARKET CENTER

1. PLEASE CONFIRM DATES WINTER HOME FURNISHINGS MARKET.
DALLAS (TEXAS) MARKET CENTER, SHOWN AS JANUARY 11-16, 1976
ON 1975 MARKET CENTER DIRECTORY. ALSO NATIONAL ASSOCIATION
OF HOME BUILDERS SHOWN, DALLAS, JAN 18--22.

2. FSL OLAV CAMPBELL PROPOSES ESCORTING TWO OR MORE NORWEGIAN
BUYERS TO MARKET CENTER FOLLOWING THEIR PARTICIPATION IN
FOREIGN BUYER GROUP TO CHICAGO HOUSEWARES SHOWS. BUYERS WOULD
INCLUDE 1) MR. SVERRE GAHR, MAN. DIR. JOTUL A/S, OSLO. ESTABLISHED
1853, 600 EMPLOYEES, SALES OF OWN PRODUCTION \$25 MILLION,
WORKING CAPITAL \$10 MILLION. MANUFACTURER AND DISTRIBUTOR OF
CAST IRON HEATING STOVES AND KITCHEN UTENSILS. WISHES TO
FURTHER UTILIZE HIS SALES ORGANIZATION BY BUYING SUPPLEMENTARY
PRODUCTS FOR WHOLESALE THROUGH 400 SALES OUTLETS. 2) MR. KJELL
FREDO, MAN. DIR., NYE OSLO BYGG A/S, ESTABLISHED 1969,
WORKING CAPITAL \$2 MILLION. SALES AT \$7 MILLION AND
RAPIDLY INCREASING. IMPORTER, WHOLESALE
RETAILER OF BUILDING SUPPLIES. BOTH FIRMS ARE UNDER
SAME OWNERSHIP AND COOPERATE CLOSELY. PARTICULARLY
INTERESTED IN PURCHASING KITCHEN UNITS, BATHROOM UNITS,
FLOOR AND WALL COVERINGS.

3. THIS SHOW IS NOT ON FOREIGN BUYER PROGRAM, BUT CONTENTS IS
PARTICULARLY ATTRACTIVE TO THESE BUYERS.

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4. CAMPBELL WILL CONTACT DALLAS FIELD OFFICE ON ARRIVAL.
TO GET ACQUAINTED AND FOR ANY ASSISTANCE FIELD OFFICE
MIGHT OFFER HIS GROUP.
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